

FILED/ACCEPTED

JUL 25 2007

Federal Communications Commission
Office of the Secretary

Docket 06-121

arepasheat@yahoo.com wrote on 6/29/2007 12:23:20 PM :

Hi there, I wasn't able to speak at the Portland public hearing, however I really wanted to voice my opinion on an issue. I was wondering where I can submit my written statement. I will write it here, yet if there is a more appropriate option, please get back to me.

Hi, my name's Emily Michaud and I've worked for various non-profit causes for a number of years and one of the important environmental issues we have here in Maine is a massive development that a Seattle based company is proposing around the premises of Moosehead lake.

This company, Plum Creek, is the nation's largest private landowner and real estate developer. They have revised its proposal to create nearly 1,000 house lots and two huge resorts with over 1,000 resort accommodations, which include houses, condos and hotels in place of 20,000 acres of wild lands surrounding Moosehead Lake. This is even larger than their initial proposal, but its being deceptively portrayed as more environmental by Plum Creek.

From my knowledge there has been little press coverage in terms of the revisions on this development, and what press coverage there is, is oftentimes unbalanced in its portrayal of the issue.

Plum Creek's development plan went hand in hand with a massive PR campaign to win the support of Mainers through radio and television advertisements. Plum Creek pays off the media in order to improve its image and win support for development plans that are largely unaccepted by local Mainers. Plum Creek however does not have the final jurisdiction as to whether this development goes through. The Land Use Regulation Commission (LURC) does. The LURC, as a state institution is meant to represent Mainers. The majority of Mainer's however do not support this development.

Plum Creek's strategy to monopolize the media to sway popular opinion or give the impression that there is largely an agreement with this development is misleading. A discrepancy of media attention with these sorts of environmental issues disrupts the balance between public interest groups and large companies. This causes a bias within the media sources that buy Plum Creek's advertisements. This bias can be resolved by counteracting those ads with statements that represent the majority of people that disagree with these advertisements.

I ask that there be a fair balance of opinion within the media and that one's air time is not just sold to the highest bidder. Thank you so much for coming to Portland Maine!

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